



Order of the
Golden Rule

Connections

2012 annual **Conference**
& supplier showcase



April 19-22, 2012

Renaissance Capital View Hotel
Arlington, Va.

Register **TODAY!**

Connections

2012 annual **Conference**
& supplier showcase



The nation's capital, a city steeped in tradition and history, serves as the exciting backdrop of the **2012 Annual Conference and Supplier Showcase**. This will be an unforgettable event you can't afford to miss!

You will be challenged right from the start by opening keynote speaker **Col. Rick Searfoss**, a former astronaut and Top Gun fighter pilot who will inspire you to lead your firm to new heights with his "Right Stuff" leadership solutions. Saturday's opening speaker, **Wayne Rivers**, will follow-up with the essential secrets to having more success, harmony and happiness in your family business. Other highlights of the schedule will focus on the operations of **Arlington National Cemetery**, and how to make social media work for your funeral home.

As is OGR's tradition, we will pause to pay tribute to OGR family members who passed away during the last year. We will also recognize firms celebrating milestone anniversaries and present the **Exemplary**

Service Awards and the **Golden Rule Community Service Award**.

Another rich part of OGR's tradition is the opportunity to socialize and network with your fellow funeral directors. GSG Suppliers will be on hand in the **Supplier Showcase** to share how their products and services can help your bottom line. Between the welcome reception, lunches, dutch-treat dinners, the scholarship auction and the annual banquet, the schedule allows plenty of time for you to re-connect or meet someone new.

The **President's Reception and Annual Banquet** is always a highlight of the conference. After installing new Board members and revealing the Golden Light Award winner, we'll dance the night away.

The conference will conclude with an optional **Wreath-laying Ceremony** at the Tomb of the Unknowns at Arlington National Cemetery. All attendees and guests are invited to observe this solemn event at our nation's most hallowed burial grounds.

"Our Atlanta Connections experience was a great one, and I always enjoy the friends we have and the new ones we make every time we get together."

Michael Lewis
Lewis Funeral Home Inc.
Milton, Fla.



Keynote Speaker

Sponsored by

Office DEPOT
Taking Care of Business



Col. Rick Searfoss USAF, Retired

Right Stuff Leadership! Solutions from a Top Gun Command Astronaut

Col. Rick Searfoss, Top Gun fighter pilot, test pilot and astronaut, personally knows that commanding a Space Shuttle mission requires the utmost in competent, trustworthy and service-oriented leadership. Too much is at stake for anything less than the real “right stuff!” With a service-before-self focus and compelling firsthand examples, Rick speaks from the heart to teach, motivate, enlighten and uplift audiences.

The Real “Right Stuff”

As one of less than a hundred people ever to have commanded a human space mission, expert leadership speaker Colonel Searfoss speaks with authority born of in-depth personal experience. In his career he has led many different teams, including commanding the most complex science research space mission ever – the STS-90 Neurolab flight on Columbia – and piloting a joint Russian-American mission to the Mir space station.

Prior to becoming an astronaut, Colonel Searfoss was a fighter pilot and test pilot in the U.S. Air Force, flying 71 different types of aircraft. Currently, he is the Director of Flight Operations for XCOR Aerospace (www.xcor.com), where he flies the world’s only liquid rocket-propelled aircraft and works with the development team of the Lynx suborbital spaceplane, for which he will be the first test pilot.



Educational Sessions

Great Ideas Member Exchange Volume Breakouts

Share ideas and ask and answer questions with fellow members in these networking exchanges. You'll come away with new ways to tackle challenges, as well as innovative ideas to provide exceptional service to families. Come prepared with your OWN best practices, challenges and questions to add to the discussion.

Hallowed Ground: Arlington National Cemetery

Patrick Hallinan and Col. Jack Lechner, Arlington National Cemetery, Arlington, Va.

Hear directly from the superintendent and executive officer of Arlington National Cemetery about the operational changes that have taken place to restore trust and correct past improprieties at the cemetery. They will also detail the military honors available to families and how the standards at Arlington differ from those at other national cemeteries.

How to Integrate Social Media Into Your Marketing Strategy

Scott Swanay, Sherpa Social Media

Are you trying to decide where social media fits within your marketing strategy? Then listen to social media guru Scott Swanay explain the pros and cons of the different platforms (LinkedIn, Twitter, Facebook, etc.) and how best to achieve the overall goal of increasing your funeral home's visibility in the community.

Making the Leap from "Funeral Director" to Business Leader: Transforming a Traditional Profession

Wayne Rivers, Family Business Institute

Of the 100 oldest family businesses in America (*Family Business Magazine*), over 10% are funeral homes. The funeral profession traditionally characterized by slow, gradual change is transforming before our very eyes. Learn how you can make the leap from traditional "funeral director" to business leader and achieve the following four goals:

1. More money
2. Less time spent on the job
3. Fewer headaches at work
4. A higher quality of life

Does this sound too good to be true? IT'S NOT! Others are making this great leap forward in their funeral businesses, and you can too!

Panel: How to Make Social Media Work for Your Funeral Home

Fellow OGR members will share their real-life experiences of how social media has and has not worked for their funeral homes, and provide best-practice tips.

Supporting Survivors of Suicide

Grace Carricarte, LMHC, and Ann Ganley, Ganley Foundation

Learn first-hand from a mother who suffered the loss of her son to suicide how funeral directors can more effectively help the families you serve that are suffering a loss due to suicide. Information will also be provided on how to recognize symptoms of depression in those you serve and those you work with that may be cause for concern.

Continuing Education Credits

The annual conference will offer up to 9.5 CEUs in states where approved. Visit www.ogr.org/ceus.php for a current list of approvals.





Arlington National Cemetery Wreath-Laying

OGR is honored to participate in a wreath-laying ceremony at the Tomb of the Unknowns at Arlington National Cemetery the afternoon of Sunday, April 22. All attendees and guests are invited to observe this solemn event at our nation's most hallowed burial grounds.

To enhance your visit to Arlington National Cemetery, an optional event has been arranged that will include brunch at an off-site restaurant, round trip transportation and time to explore the cemetery before and after the wreath-laying ceremony, for \$60 per person. This \$60 ticket is not included in the conference registration fees. Pre-registration is required.

Renaissance Arlington Capital View Hotel

2800 South Potomac Ave., Arlington, Va., 22202

Nestled in the heart of Crystal City's dining and business district just minutes away from Reagan National Airport, the Renaissance Arlington Capital View hotel boasts award-winning architecture inspired by motion and enhanced by light. To make room reservations, call hotel at **(703) 413-1300** and ask for the OGR rate of **\$189** per night by the cut-off date of March 20, 2012. This rate is only guaranteed while rooms are available in the room block, so make your room reservation early.

When making flight arrangements, the Ronald Reagan National Airport (DCA) is the most convenient to the hotel, located just one mile away. The hotel offers a complimentary shuttle from Reagan National Airport that runs every 20 minutes from 5 a.m. to 11 p.m. daily. The hotel does not provide shuttle service to any other airport.

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Awards of Excellence Scholarship Auction

Help support future generations of funeral directors and do some shopping all at the same time! This annual auction benefits the Awards of Excellence Scholarship Fund, which provides scholarships to mortuary students in their last year of school.

Your donations make the auction a success, so contact Lisa Krabbenhoft with your contributions of gift baskets, travel vouchers, industry products or other unique items.



New Supplier Showcase Hours

The Supplier Showcase kicks-off with a Sneak Preview during registration hours on Thursday afternoon to allow you dedicated time to meet with and complete business with Golden Services Suppliers. The Showcase will end on Friday, culminating with a **Showcase Closing Reception**, sponsored by The Judith Roth Studio Collection.

Interested in exhibiting or sponsoring at the conference?

Exhibitor reservation information and sponsorship opportunities are available at www.ogr.org/annualconference.php.

The Judith Roth Studio Collection™
The world's highest quality promotional calendars



Schedule at-a-glance

Thursday, April 19, 2012

4:00 p.m.

Registration Opens

4:00 p.m. - 6:00 p.m.

Supplier Showcase Sneak Preview

6:00 - 8:00 p.m.

Welcome Reception

Friday, April 20, 2012

7:30 - 8:00 a.m.

Coffee and Pastries

8:00 - 8:45 a.m.

Opening Session/ Memorial Tribute

8:45 - 9:00 a.m.

Break

9:00 - 10:30 a.m.

Right Stuff Leadership! Solutions from a Top Gun Command Astronaut

10:30 - 11:00 a.m.

Break / Supplier Showcase

11:00 a.m. - Noon

Hallowed Ground: Arlington National Cemetery

12:15 - 1:45 p.m.

Awards Luncheon

2:00 - 3:00 p.m.

Supporting Survivors of Suicide

3:00 - 3:30 p.m.

Break / Supplier Showcase

3:30 - 4:30 p.m.

Great Ideas Member Exchange Volume Breakouts

(Members Only)

4:30 - 5:15 p.m.

Supplier Showcase Closing Reception

5:15 - 6:00 p.m.

Scholarship Auction

6:30 p.m.

Meet for Dutch Treat Dinners

Get **YOUR** discount: Invite a prospective member!

If you know a prospective member, invite them to the conference and receive \$50 off your registration when they register. The prospective member will be able to register at the member rate, if referred by an OGR member.

Saturday, April 21, 2012

7:30 - 8:00 a.m.

Coffee and Pastries

8:00 - 10:15 a.m.

Making the Leap from "Funeral Director" to Business Leader: Transforming a Traditional Profession

10:15 - 10:45 a.m.

Break

10:45 - 11:45 a.m.

OGR Annual Meeting

(Members Only)

Noon - 1:00 p.m.

Regional Meetings Lunch

1:00 - 2:00 p.m.

How to Integrate Social Media Into Your Marketing Strategy

2:00 - 2:15 p.m.

Break

2:15 - 3:15 p.m.

Panel: How to Make Social Media Work for Your Funeral Home

3:15 - 3:30 p.m.

Break

3:30 - 4:30 p.m.

Great Ideas Member Exchange Volume Breakouts

(Members Only)

6:15 - 7:00 p.m.

President's Reception

7:00 - 10:00 p.m.

Annual Banquet & Officer Installation

Sunday, April 22, 2012

Optional

10:00 a.m. - 3:00 p.m.

Trip to Arlington National Cemetery

(Ticketed Event: Brunch, Wreath-Laying & Time to Explore the Cemetery)

1:15 p.m.

Wreath-Laying Ceremony at Arlington National Cemetery



2012 Annual Conference Attendee Registration Form

Firm _____

Address _____

City, State/Province, ZIP/Postal Code _____

Phone _____ Fax _____

Email _____

Check all that apply to your firm; list name(s)

First-time attendee _____

Prospective Member referred by _____

Meeting Registration

Exhibitor Registration Form is available at www.ogr.org/annualconference.php

	Members	Non-Members
<input type="checkbox"/> 1st Full Registrant _____ Lic# _____ <i>(includes all events EXCEPT Arlington National Cemetery trip)</i>	\$769	\$869
<input type="checkbox"/> Addl. Full Registrant _____ Lic# _____ <i>(includes all events EXCEPT Arlington National Cemetery trip)</i>	\$699	\$799
<input type="checkbox"/> Social Guest(s) _____ <i>(includes all events EXCEPT educational sessions & Arlington National Cemetery trip)</i>	\$469	\$569
<input type="checkbox"/> One-Day _____ Lic# _____ <i>(includes all events EXCEPT Annual Banquet & Arlington National Cemetery trip)</i>	\$369	\$419
<input type="checkbox"/> Student _____ Lic# _____ <i>(includes all events EXCEPT Annual Banquet & Arlington National Cemetery trip)</i>	\$269	\$369

Tickets

- Additional Welcome Reception tickets Qty: _____ x \$95 each
- Additional Awards Luncheon tickets Qty: _____ x \$50 each
- Additional Annual Banquet tickets Qty: _____ x \$175 each
- Optional Sunday Brunch & trip to Arlington National Cemetery Qty: _____ x \$60 each
(ticket not included in registration fee)

Registrant name(s) _____

Payment Method

Total \$ _____

Check, amount of \$ _____ (payable to OGR in US dollars).

Charge: AmEx Discover MasterCard Visa

Name as it appears on card: _____

Account #: _____ Exp Date: _____

Signature _____ *CVV Code: _____

**Small four-digit number on the front of AmEx; or three-digit number on the back of other cards.*

Registration & Cancellation Policy

Full payment must accompany registration. If you are unable to attend, another staff member may attend in your place. If you must cancel, notify OGR in writing no later than 10 days before the conference. Refunds will be processed minus a \$75 administrative fee, and no refunds will be made if notified less than 10 days before the event or for no-shows.



Order of the Golden Rule

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Arlington, Va. | April 19-22, 2012



GSG Endorsed Supplier Program



C&J FINANCIAL, LLC

A | C | C | E | S | S
FINANCIAL GROUP, INC.

Aurora



“The conference covered an excellent range of topics that we all should consider, especially for the future of our industry.”

Adam Martin

Miles T. Martin Funeral Home

Mt. Morris, Mich.

Washington Monument
Smithsonian
The White House
Arlington National Cemetery
U.S. Capitol
National Cathedral
Air Force Memorial
National Gallery of Art
The Pentagon
Lincoln Monument
Pentagon Memorial
National Air and Space Museum
Museum of National History
National Zoo
Ford's Theater
Marine Corps War Memorial
Vietnam War Memorial
Jefferson Memorial
Mount Vernon
U.S. Holocaust Memorial Museum